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News



Release Date **FOR IMMEDIATE RELEASE**

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ONE-DAY SHOE DONATION DRIVE TO BE HELD AT GRAND CENTRAL TERMINAL

KIWI Shoe Care and Soles4Souls Team Up with Spokesperson and Celebrity Ballroom Dancer Cheryl Burke to Collect Shoes for People in Need

EXTON, PA (July 12, 2010) — KIWI® Shoe Care, part of the Sara Lee Corporation (NYSE: SLE), announced today that it is partnering with brand spokesperson and celebrity ballroom dancer, Cheryl Burke to hold a shoe donation drive at Grand Central Terminal in New York City on July 13, 2010. The event will take place on the west side of Vanderbilt Hall from 7 a.m. until 5p.m. All donations will benefit Soles4Souls, a non-profit that distributes shoes in the U.S. and more than 125 countries.

Commuters and passersby will be encouraged to donate a pair of new or gently worn shoes or make a financial contribution to provide children and adults with what may be their very first pair of shoes. Gift bags with products and coupons will be given to the first 500 people to donate. This event is part of *KIWI* Shoe Care's ongoing shoe donation initiative. Earlier this year, *KIWI* collected more than 5,000 pairs of shoes in Philadelphia for the benefit of Soles4Souls.

“We are excited to team up with Cheryl Burke again to collect shoes and donations for those in need,” said Martin Lind, President of Household & Beverage for Sara Lee Corporation. “At *KIWI*, we are committed to helping consumers put their best foot forward no matter what they do or where they live. Donating shoes to those in need reaffirms this notion and brings us one step closer to helping people in the U.S. and around the world look and feel their very best.”

For more information on this event, or to make an online donation, please visit www.soles4soulsfundraising.org/kiwishoecare. Follow @KIWIShoeCare on Twitter for live

tweets from the event.

About Kiwi

Since 1906, KIWI has viewed shoes as a key part of personal grooming and its products as an important part of projecting a certain image to the world. This belief remains true today as KIWI is now sold and marketed in almost 200 countries worldwide. As an integral brand within Sara Lee Corporation since 1984, KIWI remains the world's number one shoe care brand offering Shoe Polish, Cleaners, Insoles and Shoe Laces. For more information on KIWI, visit www.kiwicare.com.

About Sara Lee Corporation

Each and every day, Sara Lee (NYSE: SLE) delights millions of consumers and customers around the world. The company has one of the world's best-loved and leading portfolios with its innovative and trusted food, beverage, household and body care brands, including *Ball Park*, *Douwe Egberts*, *Hillshire Farm*, *Jimmy Dean*, *Kiwi*, *Sanex*, *Sara Lee* and *Senseo*. Collectively, these brands generate almost \$13 billion in annual net sales covering approximately 180 countries. The Sara Lee community consists of approximately 41,000 employees worldwide. Please visit <http://www.saralee.com> for the latest news and in-depth information about Sara Lee and its brands.

About Soles4Souls

Soles4Souls is a Nashville-based charity that collects shoes from warehouses of footwear companies and the closets of people like you. We distribute these shoes, free of charge, to people in need around the world. Since 2005, Soles4Souls has given away over ten million pairs of new and gently worn shoes (currently distributing one pair every nine seconds). The shoes have been distributed in 125 countries, including Haiti, Kenya, Nepal, and the United States. Soles4Souls is a 501(c)(3) recognized by the IRS and donating parties are eligible for tax advantages. Visit www.giveshoes.org for more information.

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